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New Delhi : December 04, 2023

BSE Limited
Corporate Relation Department
1st Floor, New Trading Ring
Rotunga Building, Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

National Stock Exchange of India Ltd.
Exchange Plaza,
Plot No. C/1, G Block,
Bandra-Kurla Complex,
Bandra (E)
Mumbai-400 051

Stock Code - 530365

Stock Code: ORIENTBELL

Sub: Press release

Dear Sir/Madam,

Please note that, today i.e on December 04, 2023, the company has made a press release with regard to launch of a television campaign.

In terms of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a copy of the same for your perusal and records.

Yours faithfully,
for Orient Bell Limited

Yogesh Mendiratta
Company Secretary & Head - Legal

Encl: as above

Orient Bell Limited



Orient Bell Limited

Stars or Substance? Orientbell Tiles Unveils Bold Campaign Challenging Celeb-Endorsements

New Delhi, 04th December, 2023: Breaking free from the glittering allure of celebrity endorsements, Orientbell Tiles is about to embark on an extraordinary journey with its latest campaign – a thought-provoking exploration of the age-old question, Stars or Substance?

In an age where brands often ride the celeb wave, Orientbell Tiles is flipping the script. The upcoming campaign, aptly named 100% Tiles and 0% Celebs, is not just about tiles; it's a reflection on the very essence of authenticity in advertising. It takes a stand, challenging the norm that equates star power with product worth.

Imagine a world where the spotlight isn't stolen by A-listers, but rather, it's the craftsmanship, innovation, and quality of a product that shines through. That's the vision driving Orientbell Tiles, as they cast aside the need for celeb endorsements and focus on what truly matters to the consumer – by Making Shopping For Tiles Easier.

Barely 25% of our consumers believe that most celebs use the products they endorse. More than 50% want to hold celebs accountable for the claims they endorse.

The **100% Tiles and 0% Celebs** campaign is an invitation to question the status quo, to ponder the authenticity behind countless celeb endorsements.

"We are today making a bold statement: no celeb endorsements, no shallow marketing gimmicks. Orientbell Tiles will stand proudly on its own merit. And make Shopping for Floor & Wall Tiles easier.

This campaign is not just about our brand; it's about the broader conversation – the choice between superficial glam and authentic substance," shared Alok Agarwal, Chief Marketing Officer at Orient Bell Limited.

Set to unfold across diverse media channels, **100% Tiles and 0% Celebs** aims to captivate hearts and minds, not by celeb name-dropping, but by sparking a dialogue on what truly defines excellence. And customer delight. The visuals and messaging are crafted to engage, provoke thought, and inspire consumers to make choices based on the essence of a brand, rather than the celebrity attached to it.

Join Orientbell Tiles in this revolutionary campaign as they challenge the norms, encouraging consumers to look beyond the stars and discover the genuine substance that shapes their brand.

Link for the campaign: <https://youtube/rhtbyrc06u4?si=2mI0JFbvulZ1dv5s>

About Orientbell Tiles:

Orientbell Tiles (www.orientbell.com) is one of India's leading tile brands and has been manufacturing & marketing tiles for the last more than 45 years (since 1977). It has as a brand evolved to cater to the 21st century, where innovation and sustainability lie at the core of its mission - whether it is products like Anti-viral Tiles, Anti-Static Tiles, Germfree Tiles, Forever Tiles and Cool Tiles or service offerings like Trialook, Quicklook, and OBL Connect that leverage digital to simplify the tile buying process. It has 3 factories at Sikandrabad (UP), Dora (Near Vadodara, Gujarat) and Hoskote (Near Bengaluru, Karnataka) to service key markets. Products from these factories & its associated entities are distributed through a network of 2,000+ channel partners and 285+ Orientbell Tile boutiques.